

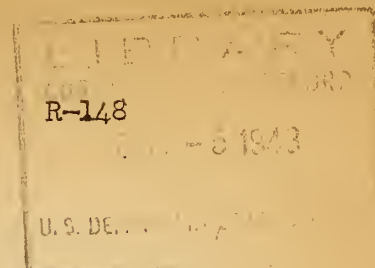
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CONSUMER TIME  
RATIONS FOR BABIES



NETWORK NBC

DATE: June 19, 1943

ORIGIN WRC

TIME: 12:15 - 12:30 P.M. EWT

(Produced by the Food Distribution Administration of the Department of Agriculture this script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumer.)

oooOooo

1. SOUND: CASH REGISTER...RINGS TWICE...MONEY IN TILL
2. MAN: That's your money buying food.
3. SOUND: CASH REGISTER.
4. WOMAN: That's your money paying for a home.
5. SOUND: CASH REGISTER.
6. MAN: That's your money buying clothes.
7. WOMAN: Buying you a living in wartime.
8. SOUND: CASH REGISTER...CLOSE DRAWER...
9. JOHN: And this is CONSUMER TIME - helping you save some of that money. Today's program will tell about ---
10. SOUND: BABY CRYING.



11. MARY:                   There - there... (WORRIED) What'll I do? The poor  
child's starving, and I haven't a single can of  
milk in the house!
12. SOUND:                 BABY'S CRYING FADES.
13. WOMAN:                 Rations for babies. How to make sure your baby is  
well fed in spite of wartime restrictions. That's  
our subject for today. But first - here's the  
Consumer News of the Week - interpreted by our  
Consumer reporter, Johnny Smith ---
14. JOHN :                 The war    orders straight from Washington....



20. JOHN: And among the recent news -- as you consumers heard a couple of weeks ago --canned milk is now rationed. That's to keep people who don't really need it from buying it -- to reserve the supply we do have for babies and invalids .
21. FREYMAN: Thank heaven that's one thing I don't have to worry about, Johnny. Canned milk. My baby's past that stage.
22. JOHN: Then how come you're so interested in this program Mrs. Freyman -- on rations for babies?
23. FREYMAN: Because my young sister has a baby just six months old, and she needs every bit of advice I can pass on.
24. JOHN: The baby or the sister?
25. FREYMAN : Both of them. Why, do you know, Johnny -- Mary nearly starved that baby -- just because she couldn't get any canned baby food.
26. JOHN: But didn't Mary consult her doctor on what to do in a case like that?
27. FREYMAN: I don't think she's taking the baby to a doctor.
28. JOHN: What! Doesn't she know that every baby, well or sick, should be under the care of a qualified physician?



29. FREYMAN: I know. But Mary didn't. You see, she's pretty young. She married a soldier at nineteen.
30. JOHN: There are a lot of young mothers these days.
31. FREYMAN: But May's even young for her age. I don't know what she'd do without Mother.
32. JOHN: Does your mother live with her?
33. FREYMAN: No, but in the same town. And one day recently Mary called her up. The baby was crying —
34. SOUND: BABY CRYING FRETFULLY, HELD DOWN .
- . MARY: (INTO PHONE) Hello?... Hello? Mother.... Listen — can you come over right away? It's the baby.... Can't you hear her crying? No — it's not that... But I changed that just a minute ago... No, Bill hasn't gone back to camp yet. He's over at the high school today — seeing some of the kids... Listen, Mother — you've got to come! .... Please!.... Oh, that's wonderful! ....Thanks ....Okay...Goodby.



36. SOUND:                   RECEIVER PLACED ON HOOK.   BABY CRIES LOUDER.
37. MARY:                   There, there, darling...   Grandma's coming right over...  
Look here - look at this rattle —
38. SOUND:                   Rattle of Rattle.   Baby's Crying Quiets down.
39. MARY:                   Pretty.....   Pretty .....
40. SOUND:                   BABY COOS SLIGHTLY.
41. SOUND:                   BOLT OF DOOR THROWN, OFF.   DOOR OPENED.
42. BILL:                   (calling, off mike)   Mary —!
43. MARY:                   (Simultaneously)   Bill - is that you?
44. BILL:                   (FADING IN) Who did you think it was?
45. MARY:                   I just called Mother.   She's coming over.
46. BILL:                   (CONCERNED)   The baby sick?
47. MARY:                   Just hungry, I think.   She's been crying off and on all  
day.
48. BILL:                   Why don't you feed her?
49. MARY:                   Because we haven't any evaporated milk — for her  
formula.   I forgot to order it the last time I went  
to the store.   and today it's rationed....



50. BILL: It is!
51. MARY: One point per pound. And that point has to come out of our red ration stamps.
52. BILL: Well, I guess we can give up a little meat - so she can have milk.
53. MARY: But we haven't any red stamps left for this week.
54. BILL: You mean she'll have to go without milk till next week?
55. SOUND: BABY SUDDENLY STARTS CRYING.
56. BILL: Here - let me take her.
57. SOUND: BABY'S CRYING COMES CLOSE ON MIKE, THEN STARTS COOING CONTENTEDLY.
58. BILL: You see? I know how to handle babies. (TALKING BABY TALK) Well - se's hungwy - dat's what. A-gooo. A-gooo
59. SOUND: BABY LETS OUT A TERRIFIC YELL.
60. MARY: Yes - I see.
61. SOUND: DOORBELL RINGS, OFF.
62. MARY: That must be Mother now.
63. SOUND: FADE OFF CRYING. DOOR, ON MIKE, OPENS.



64. MOTHER: (FADING IN) Mary! How is she?
65. MARY: I — I don't know —
66. SOUND: (SIMULTANEOUSLY) FADE IN BABY'S CRYING.
67. BILL: (FADING IN) Hello, Mother.
68. MOTHER: Hello Bill (TO BABY) Why, you poor little thing ...
69. SOUND: BABY COMES CLOSE ON MIKE. QUIETS DOWN TO WHIMPER.
70. MOTHER: Mary — when did she have her last bottle?
71. MARY: This morning.
72. MOTHER: This morning!
73. BILL: They've rationed canned milk, and we've used up all our red ration stamps.
74. MOTHER: But the baby has a ration book.
75. BILL: Why, that's right! Mary — we never thought of that ...
76. MARY: Well, I — that is —
77. Mother: You mean to tell me you've spent the baby's stamps too?
78. MARY: Well, how did I know they were going to ration evaporated milk?
79. BILL: (ACCUSINGLY) Mary —!



80. MARY :                   Well, you wanted roast beef too.
81. BILL:                    So that's where her milk stamps went!
82. MARY:                   But I didn't know!
83. MOTHER:                 What did she have to eat today?
84. MARY:                   Some cereal - and egg yolk——
85. MOTHER:                 No vegetables?
86. MARY:                   Smith's grocery store is all out of them today.
87. MOTHER:                 Out of vegetables?
88. MARY:                   he didn't have a single can——  
Uh-huh.
89. MOTHER:                 But, Mary - you don't need canned vegetables for babies.
90. MARY:                   I don't?
91. MOTHER:                 How do you suppose babies got along before can-openers  
were invented?
92. MARY:                   I - I don't know.
93. MOTHER:                 How do you suppose you got along?
94. MARY:                   Why, I never thought. I ——



95. MOTHER:                   Here -- you hold the baby. (TURNING OFF) I'll go  
see what fresh vegetables are in your icebox.
96. MARY:                   Fresh vegetables!
97. MOTHER:                (SLIGHTLY OFF MIKE) And Bill -- here's my ration book.  
You go down to the grocery and buy some evaporated milk.  
Right Away.
98. BILL:                   Yes, Ma'am.
99. MOTHER:                You children! I declare! (FADING) Sometimes I wonder  
which one is the baby in this family.
- (PAUSE)
100. FREYMAN:              Sometimes I wonder if Mother didn't shelter Mary a bit  
too much while she was growing up.
101. JOHN:                 Sounds as if she might have, Mrs. Freyman.
102. FREYMAN :             She never let her help much around the house or anything.  
And now that Mary's suddenly faced with the problems of  
managing a home and raising a baby, she's pretty much at  
a lose.
103. JOHN:                 Well, I have a leaflet here that will help her solve the  
baby problem. Maybe you'd like to send her a copy --



104. FREYMAN:           Hm! A pink leaflet. Just right for a girl. Or is pink for boys? I'm never sure.
105. JOHN:               I wouldn't know. But it's what this leaflet says that's important —
106. FREYMAN:           "Feeding Y our Baby..."
107. JOHN:               It tells about various kinds of food — and how to prepare them, and when you should feed them to the baby —
108. FREYMAN:           Uh-huh — "Milk — fruit juice — cod-liver oil — vegetables..."
109. JOHN:               That's the part your sister ought to read.
110. FREYMAN :           "Vegetables are usually started when the baby is about five or six months old..." That's right. That's what my doctor said.
111. JOHN:               This leaflet is bound to be right. It was planned by doctors — right in the Children's Bureau of the Department of Labor.
112. FREYMAN:           Oh — well, no wonder it's so good...
113. JOHN:               You'll find it tells you not to overcook vegetables for babies any more than you would for yourself. As soon as they're tender, take them off the fire — let them cool a bit — then mash them through a strainer, and serve the cooking water with the vegetable.



114. FREYMAN : But it also says here - "Canned vegetables prepared by approved methods in the canning factory may be used."
115. JOHN: Of course. But - under the present ration, some mothers may have trouble supplying all their babies needs for fruits and vegetables with canned baby food.
116. FREYMAN; I see.
117. JOHN: They'll want to supplement the baby's ration with cooked fresh fruits and vegetables.
- 117A. FREY MAN: And they might even save money that way - if they buy the fruits and vegetables when they're plentiful and least expensive.
118. JOHN: That's right - The main thing for your sister - and other young mothers - to remember is that they'll have to budget their babies' ration points just as they would their own - so the babies get the foods they need when they need them.
119. FREYMAN: How about the babies' red stamps, Johnny? Should those be budgeted too?
120. JOHN: Well, the baby should have more than enough red stamps in his book, even if he's on an evaporated milk formula. But of course, the parents can't go buying roast beef with their baby's points and still expect him to get along all right.



121. FREYMAN : I'm sure Mary wouldn't have done that if she'd known  
canned milk was going to be rationed.
122. JOHN; Probably not. Most of us realize that babies and  
children should have first priority when it comes to food.
123. FREYMAN: Of course. And I'm certainly going to send this leaflet  
to Mary. I think she'll find it a tremendous help.
124. JOHN; How would you like to get some special advice - straight  
from one of the experts who helped plan that leaflet on  
"Feeding Your Baby"?
125. FREYMAN: Oh, I would, Johnny!
126. JOHN: Well, the Associate Chief of the Children's Bureau - Dr.  
Martha M. Eliot - is right here in our studio today.
127. FREYMAN: She is?
128. JOHN: (PROJECTING A BIT) Dr. Eliot - if you'll please come  
over here to the microphone —
129. ELIOT: (FADING IN) Certainly, Johnny.
130. JOHN: This is our inquiring consumer, Mrs. Evelyn Freyman.
131. ELIOT: How do you do.
132. FREYMAN: How do you do, Dr. Eliot.



133. ELIOT: I was greatly interested in what you said about your sister, and her difficulties with canned milk.
134. FREYMAN: I'm afraid Mary has a lot to learn.
135. ELIOT: Well, of course the real solution would be for her to nurse her baby. BUt she should have started that when the baby was born. In fact, she should have planned for it long before that.
136. FREYMAN: I notice this leaflet from the Children's Bureau says that "Breast milk is the best milk for the young baby."
137. ELIOT: We say that as often as we can. Of course, in a very few cases, a mother really can't nurse her baby. But her doctor would know that. Your sister should have a doctor check up on her baby regularly.
138. FREYMAN: But they don't have an awful lot of money, Dr. Eliot. A soldier, you know....
139. ELIOT: What rank is he?
140. FREYMAN: A private - sixth grade.
141. ELIOT: Then Mary is entitled to free doctor's care for her baby.
142. FREYMAN: Free!



143. ELIOT: All wives of servicemen of the fourth to seventh grades - that is, all wives who get dependence allowances - are now entitled to medical care - during pregnancy, at childbirth, and care for their babies during the first year of life.
144. FREYMAN: Why, Dr. Eliot - that's wonderful! I never heard of that.
145. ELIOT: Congress just passed the law in March. In fact, it's so new that not quite all the States have adopted it yet.
146. FREYMAN: Well, suppose my sister lives in a State that has not yet adopted it - does that mean she can't get this doctor's care?
147. ELIOT: She can't get it until her state's health department has had its plan approved by the children's Bureau.
148. FREYMAN: Well, how can my sister find out whether her State has its plan approved?
149. ELIOT: She can ask her doctor. If he's not sure, she can write to her State health department. It's usually in the State capital.
150. FREYMAN: Dr. Eliot - can a mother whose baby is eligible for this care choose the doctor she wants to look after her baby?



151. ELIOT:           Who can go to whatever doctor she wants. If he's on the State's list of approved physicians, he will give her an application blank to fill out.
152. FREYMAN :        I see.
153. ELIOT:           There are spaces on the blank for her husband's name and his serial number. The doctor mails this application to the State health department for their okay. When he gets that, the care can start immediately.
154. FREYMAN:         But Dr. Eliot -- suppose the doctor says that her State doesn't have a plan like this yet?
155. ELIOT:           Then she and the other mothers -- or about-to-be mothers -- ought to write to their State health officer and ask why. Congress meant for them to have doctor's care.
156. FREYMAN:         I think it's wonderful that Congress has passed such a law.
157. ELIOT:           Well, Congress believes that the wives and babies of our men who are fighting for us deserve special care. And they want to give these children the best possible chance for health in the hardest year of their life -- their first year. As a doctor, I know how very important that is. I hope that every mother of a young baby will see that her child gets the care she's entitled to. And I hope that every one of them will also write in for a copy of this leaflet on "Feeding Your Baby."



158. FREYMAN: I'm going to write in for two copies right today - one for my sister, and one for me.
159. JOHN: And later in this program we'll tell how everyone can get a copy of this valuable leaflet.
160. FREYMAN: Meanwhile, Johnny, I'd like to know what ration stamps are good for buying canned milk.
161. JOHN: Red stamps J, K, L and M - in Ration Book Two - are good right now, and N becomes valid tomorrow. All those stamps may be used through June thirtieth for buying canned milk, meats and fats.
162. FREYMAN: What about canned fruits and vegetables?
163. JOHN: Blue Stamps K, L and M are good through July seventh for buying all canned fruits and vegetables.
164. FREYMAN: And sugar?
165. JOHN: Coupon thirteen in Book One is good for five pounds of sugar any time till the middle of August, and stamps fifteen and sixteen will each get you five extra pounds for home canning.
166. FREYMAN: And - for coffee?



167. JOHN: Coupon twenty-four in Book One will get you one pound of coffee any time this month.
168. FREYMAN: And shoes? Stamp seventeen's run out - hasn't it?
169. JOHN: That's right. Stamp seventeen expired last Tuesday. If you want to buy a pair of shoes now, you have to use stamp eighteen in Book One. But I advise you to think twice before you spend it, because you won't be able to buy another pair of shoes till November.
170. FREYMAN: Don't worry - I'm not going to spend my stamp eighteen till I know just what kind of shoes I need most.
180. JOHN: Smart idea.
181. FREYMAN: And what about next week's program, Johnny? Do you think we could have something about laundering?
182. JOHN: Don't you know enough about that?
183. FREYMAN: We're all having to learn a lot more about laundering these days. I, for one, would like to know the best and quickest way to iron my husband's shirts.
184. JOHN: Well, I'll go talk to the experts in the Bureau of Home Economics and see what I can find out.
185. FREYMAN: Okay then. I'll be expecting a full report on the fine points of washing and ironing next week.



186. JOHN: And don't forget to write in for your copies of this pink leaflet on "Feeding Your Baby."
187. FREYMAN: I won't. But I think - for the benefit of our new listeners - you'd better tell just where to write.
188. JOHN: All right, consumers - jot it down. Here's the address: CONSUMER TIME - Department of Agriculture - Washington, D. C. Just put that on your envelopes or postcard. And on the other side put your own name and address and the call letters of the radio station over which you are hearing this program.
189. FREYMAN: And say we want the leaflet called "Feeding Your Baby."
190. JOHN: That's it - that's all you need to do. And we'll send these leaflets to you just as soon as we get your request. We have them here all ready and waiting.

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ANNOUNCER:

Did you get that address all right? CONSUMER TIME  
Department of Agriculture - Washington, D. C. Tell us  
your name, address, the call letters of your radio  
station - and the fact that you want a copy of this  
leaflet on "Feeding Your Baby."

Heard on today's program were:

And Dr. Martha M. Eliot, Associate Chief of the  
Children's Bureau.

CONSUMER TIME is a public service of NBC and its  
affiliated radio stations - presented by the Food  
Distribution Administration in the Department of  
Agriculture and other Government agencies working for  
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